

Table 3-14: Important Service Characteristics for Each Market

Downtown Workers	Tourists and Visitors
Most Important <ul style="list-style-type: none"> ▪ Frequency ▪ Directness of service ▪ Travel time ▪ Reliability ▪ Simple schedule 	Most Important <ul style="list-style-type: none"> ▪ Information/signage ▪ Uniqueness of the vehicles ▪ Serve tourist attractions
Also Important <ul style="list-style-type: none"> ▪ Cleanliness ▪ Low Fare ▪ Perimeter seating 	Also Important <ul style="list-style-type: none"> ▪ Friendliness of drivers ▪ Knowledgeable drivers ▪ Availability of a day pass

3.2.3 Fare Structure

The fare on these services is generally lower than that on other services in the city. Four of the cities (*Austin, Chattanooga, Denver, Orlando*) do not charge a fare on their circulator services. Fares in the remaining cities are as follows:

- Dallas: \$0.50 (regular fares are \$1.00)
- Los Angeles: \$0.25 (same on all DASH routes)
- Miami Beach: \$0.25
- Milwaukee: \$0.50; \$0.25 for seniors/disabled (regular cash fare is \$1.50)
- Oklahoma City: \$0.25 for downtown; \$0.50 if travels outside of downtown zone. (regular cash fare is \$1.10)

Passes for the circulator services are only an issue for the five systems that charge a fare. In Oklahoma City, riders can purchase a 3-day magnetic stripe pass for \$2, which gives them unlimited use of the trolley service. These passes cannot be used on the regular fixed-route system. Other interviewees acknowledged that having such a pass would make the service more attractive to visitors. In Los Angeles, riders can purchase a monthly pass from LA DOT that can be used on all DASH services. Miami Beach is currently working on a program to provide free unlimited-ride passes to hotel patrons and partners with the Convention & Visitors Bureau to provide a \$10 museum pass. This pass allows holders to access five area museums and ride the Electrowave for free.

Of the five cities that do not provide free service, three (*Dallas, Milwaukee, Los Angeles*) have integrated their fare structure with that of other transit services. These systems allow riders to board for free with passes from other services/systems. In Milwaukee, riders who have a pass from the fixed route system can board the trolley for free. MTA riders in Los Angeles can use their monthly passes on the DASH service. However, DASH does not accept passes from any of the other operators in Los Angeles. Los Angeles is in the process of implementing a regional smart card system, and once this is completed the smart cards will be accepted on the DASH routes. The M-Line trolley bus in Dallas is part of the DART system, so regular passes can be used on the downtown circulator. While Oklahoma City has not integrated the fare structure on